following staff members have recently been transferred from DDK, Rajkot

| S.No. | Name of the Post | No. |
|---|---|---|
| 1. | STS officer of IB(P)S | 2 |
| 2. | PEX | 4 |
| 3. | CameramanGr.il | 1 |
| 4. | Library & Information Assistant | 1 |

(b) to (d) One post of Programme Executive is lying vacant at DDK, Rajkot in accordance with the newly introduced staff norms. However, the Kendra also has one officer each in Senior Time Scale and Junior Time Scale of the IB(P)S, in excess of the entitled staff.

**Guidelines for Telecasting Advertisements on TV**

1034. DR. C. NARAYANA REDDY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the guidelines for telecasting advertisements on TV;

(b) whether it is a fact that ladies are shown in embarassing poses in advertisements on cigarettes, condoms, liquors, etc; and

(c) if so, what steps do Government propose to take to check them?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) As per the provisions of the Cable Television Networks (Regulation) Act, 1995, the programmes of Television channels, when transmitted through cable networks, are required to adhere to the prescribed advertisement codes, which prohibits, *intcr-alia*, liquor/tobacco advertisement and advertisements which project a derogatory image of women. In case of violation by any channel of these codes, the Ministry will notify such channel for prohibiting its retransmission by the cable operators. Enforcement of the provisions of the Act rests with the authorized officers *i.e.* DMs, SDMs, Commissioner of Police and other officers as may be notified by the Central/ State Governments.